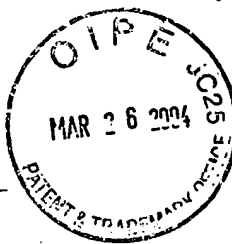


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PATENT  
Attorney Docket No.: 020375-003300US

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On March 22, 2004

TOWNSEND and TOWNSEND and CREW LLP

By: Jennifer Dolan

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Colleen George et al.

Application No.: 10/079,927

Filed: February 19, 2002

For: SYSTEMS AND METHODS FOR  
OPERATING LOYALTY PROGRAMS

Examiner:

Art Unit: 2161

SUPPLEMENTAL INFORMATION  
DISCLOSURE STATEMENT UNDER 37  
CFR §1.97 and §1.98

Commissioner for Patents  
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Sir:

The references cited on attached form PTO/SB/08A and PTO/SB/08B are being called to the attention of the Examiner. Copies of the references are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

Also enclosed is a copy of the Search/Examination report corresponding to the PCT application.

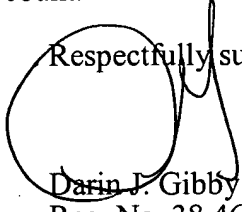
As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no

representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement.

However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



Darin J. Gibby  
Reg. No. 38,464

TOWNSEND and TOWNSEND and CREW LLP  
Two Embarcadero Center, Eighth Floor  
San Francisco, California 94111-3834  
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DJG:cc  
60170485 v1

Substitute for form 1449B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet **3**

of

**Complete if Known**

|                        |                   |
|------------------------|-------------------|
| Application Number     | 10/079,927        |
| Filing Date            | February 19, 2002 |
| First Named Inventor   | George, Colleen   |
| Art Unit               | 2161              |
| Examiner Name          |                   |
| Attorney Docket Number | 020375-003300US   |

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Technology Center 2100

**U.S. PATENT DOCUMENTS+**

| Examiner<br>Initials* | Cite<br>No. <sup>1</sup> | Document Number                          | Publication Date<br>MM-DD-YYYY | Name of Patentee or<br>Applicant of Cited Document | Pages, Columns, Lines, Where<br>Relevant Passages or Relevant<br>Figures Appear |
|-----------------------|--------------------------|--|--------------------------------|--|---|
|                       |                          | Number Kind Code <sup>2</sup> (if known) |                                |  |   |
|                       | AA                       | US-5,903,880                             | 05-11-1999                     | Biffar   |   |
|                       | AB                       | US-6,009,415                             | 12-28-1999                     | Shurling et al.                                    |   |
|                       | AC                       | US-2001/0034720                          | 10-25-2001                     | Armes  |   |
|                       | AD                       | US-2002/0062253                          | 05-23-2002                     | Dosh, JR. et al.                                   |   |
|                       | AE                       | US-6,424,951                             | 07-23-2002                     | Shurling et al.                                    |   |

**FOREIGN PATENT DOCUMENTS**

| Examiner<br>Initials* | Cite<br>No. <sup>1</sup> | Foreign Patent Document   |                     |                                   | Publication Date<br>MM-DD-YYYY | Name of Patentee or<br>Applicant of Cited<br>Document | Pages, Columns, Lines,<br>Where Relevant<br>Passages or Relevant<br>Figures Appear | T <sup>3</sup>           |
|-----------------------|--------------------------|---------------------------|---------------------|-----------------------------------|--------------------------------|---|--|--------------------------|
|                       |                          | Country Code <sup>3</sup> | Number <sup>4</sup> | Kind Code <sup>5</sup> (if known) |                                |   |  |                          |
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|                       |                          |                           |                     |                                   |                                |   |  | <input type="checkbox"/> |

**NON PATENT LITERATURE DOCUMENTS**

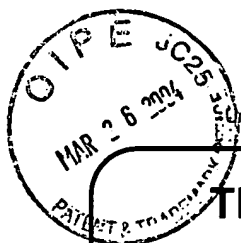
| Examiner<br>Initials * | Cite<br>No. <sup>1</sup> | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item<br>(book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s),<br>publisher, city and/or country where published. | T <sup>2</sup> |
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|                        | AF                       |   |                |
|                        | AG                       |   |                |
|                        | AH                       |   |                |
|                        | AI                       |   |                |

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\* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.



2161

PTO/SB/21 (05-03)

Approved for use through 04/30/2003. OMB 0651-0031

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|   |                        |                   |
|---|------------------------|-------------------|
| <b>TRANSMITTAL FORM</b><br>(to be used for all correspondence after initial filing) | Application Number     | 10/079,927        |
|   | Filing Date            | February 19, 2002 |
|   | First Named Inventor   | Colleen George    |
|   | Art Unit               | 2161              |
|   | Examiner Name          | Unknown           |
| Total Number of Pages in This Submission  | Attorney Docket Number | 20375-003300US    |

| ENCLOSURES (Check all that apply)  |  |   |
|--|--|---|
| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input checked="" type="checkbox"/> Supplemental Information<br>Disclosure Statement Under 37 CFR<br>§1.97 and §1.98<br><input type="checkbox"/> Certified Copy of Priority<br>Document(s)<br><input type="checkbox"/> Response to Missing Parts/<br>Incomplete Application<br><input type="checkbox"/> Response to Missing Parts<br>under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a<br>Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br>Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) | <input type="checkbox"/> After Allowance Communication to Group<br><input type="checkbox"/> Appeal Communication to Board of Appeals<br>and Interferences<br><input type="checkbox"/> Appeal Communication to Group (Appeal<br>Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Other Enclosure(s)<br>(please identify below):<br><br>Return Postcard<br>Copies of five (5) cited references<br>Copy of the Search/Examination report |
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| Firm<br>or<br>Individual                   | Townsend and Townsend and Crew LLP<br>Darin J. Gibby | Reg. No. 38,464        |  |
| Signature                                  |  |                        |  |
| Date                                       | March 22, 2004                                       |                        |  |

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| Signature   |                | Date | March 22, 2004 |

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